

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BUDAPEST

UNCLAS STATE 062557

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: EXECUTIVE LEVEL TRADE MISSION--UNION CARBIDE CORPORATION

REF : STATE 45960

1. UNION CARBIDE CORPORATION, A MULTI DIVISION MULTI-NATIONAL CORPORATION, WAS FOUNDED IN 1917 AND IS TODAY ONE OF THE WORLD'S VERY LARGE COPORATIONS EMPLOYING OVER 100,000 PEOPLE IN MORE THAN 100 COUNTRIES. IT HAS OVER FOUR BILLION DOLLARS ASSETS AND APPROXIMATELY FOUR BILLION DOLLARS ANNUAL SALES. IT IS A PUBLIC COMPANY HAVING OVER SIXTY MILLION STOCKHOLDERS AND IS HIGHLY TECHNOLOGY ORIENTED, SPENDING NEARLY EIGHTY MILLION DOLLARS EACH YEAR ON RESEARCH AND DEVELOPMENT.

2. PRINCIPAL BUSINESS AREAS INCLUDE CHEMICALS AND PLASTICS, GASES AND RELATED PRODUCTS, METALS AND CARBONS, AND CONSUMER AND RELATED PRODUCTS. THE COMPANY PRODUCES OVER 800 DIFFERENT CHEMICALS AND PLASTICS.

3. UNION CARBIDE'S PRODUCTS FIND USE, DIRECTLY OR IN-UNCLASSIFIED

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DIRECTLY IN ALMOST EVERY INDUSTRY AND IN AGRICULTURE.

4. THEIR OBJECTIVES IN PARTICIPATING IN THE TRADE MISSION ARE TO LEARN FIRSTHAND FROM RESPONSIBLE HUNGARIAN OFFICIALS FUTURE PLANS FOR THE CHEMICAL INDUSTRY AND THE HUNGARIAN POINT OF VIEW ON BUSINESS WITH U.S. AND WESTERN EUROPEAN FIRMS SO THAT THEY MIGHT IDENTIFY AND EVALUATE OPPORTUNITIES FOR PRODUCT SALES AND PURCHASES, TECHNOLOGY LICENSING, INDUSTRIAL COOPERATION, AND JOINT VENTURES. THEY ARE FLEXIBLE AND OPEN TO CONSIDERATION OF ANY OF THESE FORMS OF BUSINESS WITH HUNGARY OR ANY VARIATIONS THEREOF WHICH MAY BE OF INTEREST TO HUNGARY. RUSH

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